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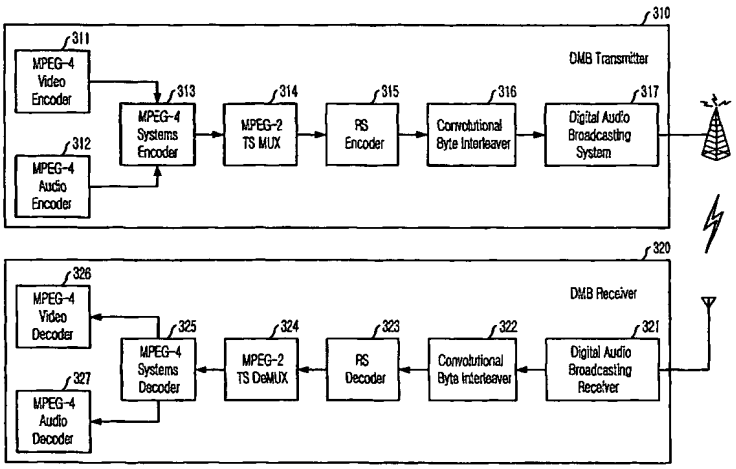
(54) Title: SYSTEM AND METHOD FOR DIGITAL MULTIMEDIA BROADCASTING



(57) Abstract: Provided is a digital multimedia broadcasting (DMB) system that can provide a multimedia data broadcasting service having an excellent reception quality, a method thereof, and a computer-readable recording medium for recording a program that implements the method. The DMB system includes an encoding unit for encoding an inputted audio/video signal; a synchronizing unit for synchronizing media stream, additional data, interactive service objectifying data that are outputted from the encoding unit; a multiplexing unit for multiplexing the media stream outputted from the synchronizing unit; an error correction encoding unit for performing additional error correction encoding on the media stream outputted from the multiplexing unit; an interleaving unit for removing temporal correlation between adjacent byte units within a data stream outputted from the error correction encoding unit; and a transmitting unit for transmitting a DMB media stream outputted from the interleaving unit to the conventional DAB system and other digital broadcasting systems.

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